
iMesa Steering Committee

**Assessment of Ideas to Action for Livability, Vibrant
Downtown and Sustainable Economy Categories**

Advanced Strategy Lab OnLine® Session Document

April 17, 2014—VisitMesa Facility

Facilitated by:

Douglas S. Griffen / Carl Lundblad

Advanced Strategy Center

26546 North Alma School Parkway, Suite 140

Scottsdale, Arizona 85255

480.513.7785

Email: dsgriffen@aol.com

www.advancedstrategycenter.com

NOTE: This document in its entirety is Client Confidential and may not be reproduced or distributed without expressed permission.

This page intentionally left blank to facilitate duplex printing

Contents

Review of Ideas to Action Process and Focus	5
Context for LIVABILITY in a City	6
Context for VIBRANT DOWNTOWN in a City	8
Context for SUSTAINABLE ECONOMY in a City	11
S1 Survey: Indexing Mesa on Our Categories	13
(1) Current Ideas to Action in the Category of LIVABILITY	14
Additional Ideas to Action in the Category of LIVABILITY	18
(2) Current Ideas to Action in the Category of VIBRANT DOWNTOWN	19
Additional Ideas to Action in the Category of VIBRANT DOWNTOWN	21
(3) Current Ideas to Action in the Category of SUSTAINABLE ECONOMY	23
Additional Ideas to Action in the Category of SUSTAINABLE ECONOMY	26
(REV1) Summary of Ideas to Action for LIVABILITY	27
(REV2) Summary of Ideas to Action for VIBRANT DOWNTOWN	28
(REV3) Summary of Ideas to Action for SUSTAINABLE ECONOMY	29
Review of Criteria for Assessment	30
(REV1A) Assessment of Ideas to Action in LIVABILITY	31
(REV1A) Assessment of Ideas to Action in LIVABILITY	32
(REV1A) Assessment of Ideas to Action in LIVABILITY	34
(REV1A) Assessment of Ideas to Action in LIVABILITY	38
(REV2A) Assessment of Ideas to Action in VIBRANT DOWNTOWN	42

(REV2A) Assessment of Ideas to Action in VIBRANT DOWNTOWN	43
(REV2A) Assessment of Ideas to Action in VIBRANT DOWNTOWN	45
(REV2A) Assessment of Ideas to Action in VIBRANT DOWNTOWN	49
(REV3A) Assessment of Ideas to Action in SUSTAINABLE ECONOMY	54
(REV3A) Assessment of Ideas to Action in SUSTAINABLE ECONOMY	55
(REV3A) Assessment of Ideas to Action in SUSTAINABLE ECONOMY	57
(REV3A) Assessment of Ideas to Action in SUSTAINABLE ECONOMY	61

Review of Ideas to Action Process and Focus

Instructions: Our focus this evening will be the review and prioritization of the 'Ideas to Action' in several key areas for the City of Mesa. We'll use the following process:

Ideas Results

No. Idea

1. We'll be focusing on three topic categories for the overall set of 'Ideas to Action'
 1. Livability
 2. Vibrant Downtown
 3. Sustainable Economy
2. We'll do a WARM-UP question about what a City (any city...) needs to have in place to achieve these three areas to give us some context and language
3. THEN we'll look at the overall set of Ideas to Action that have been developed for each category and ask the FULL GROUP to identify any further ideas for that category
4. THEN we'll break into three SUBGROUPS and ask those three subgroups to develop a clear set of candidate ideas for their category based on the Ideas to Action spreadsheet, the Committee input on additional ideas and their experience and insights on Mesa. We would anticipate that this might be a list of 8-12 ideas
5. THEN the FULL GROUP will prioritize each of the three category areas by a set of criteria to create focus on a 'finalist' group of perhaps three ideas with in category area
6. TIME PERMITTING, we'll do a straw poll to ask the group to select the ONE idea from each category that would be the best candidate to move forward for review with the mayor and council

Context for LIVABILITY in a City

Instructions: What creates LIVABILITY for a city in these days and times? What do you look for that says a given city has a very high and positive level of 'livability'? (multiple responses)

Ideas Results

No.	Idea
-----	------

- | | |
|-----|---|
| 1. | Crime free |
| 2. | Available and close recreation opportunities and open space for such. |
| 3. | Neighborhood centered shopping and activities |
| 4. | Great public transportation |
| 5. | Walkable to services and amenities |
| 6. | Access to public transportation |
| 7. | Public transportation so neighborhood are not car centric |
| 8. | Nice communities throughout, beautification along major thoroughfares/freeways, parks/greenspace, recognized for safety/low crime, good education |
| 9. | Strong vibrant neighborhoods with density near urban cores and amenities |
| 10. | Social networking available year round |
| 11. | Attractive landscaping (trees, parks, etc.) |
| 12. | A livable city is one that values pedestrian-friendly areas, particularly in it's city core. It should be walkable, vibrant, and encourage people to come together. It should be a safe place where its community is taken care of. |
| 13. | Living wage job opportunities without long commutes |
| 14. | Open door concept |
| 15. | Cultural experiences |
| 16. | Pocket parks and walkability trails... |
| 17. | Good jobs |
| 18. | Walking and bike paths |
| 19. | Clean |
| 20. | Clean neighborhoods |

21. Close proximity for residents to get services (no abandonment)
22. Vibrant hip on the cutting edge
23. Community pride
24. Diverse
25. City keeps up streets, roads, etc
26. Equal access to amenities and environmentally-friendly transportation options are important
27. Welcoming
28. Safe public transit
29. Safety, economics that are strong, learning centers, things that keep people in the city
30. Engaged residents who participate in public policy that in turn results in the community having a sense of place
31. Good education
32. Culture/arts

Context for VIBRANT DOWNTOWN in a City

Instructions: What creates VIBRANT DOWNTOWN for a city in these days and times? What do you look for that says a given city has a very high and positive level of 'Vibrant Downtown'? (multiple responses)

Ideas Results

No. Idea

1. Parking
2. Walking access
3. Good restaurants
4. Lots of people in the street
5. Pedestrian-friendly
6. Restaurants
7. Morning day and night economy
8. People milling around but with purpose
9. Good food
10. Arts/culture
11. Terrific abundance of shopping experiences
12. Arts & culture
13. Perception of safety
14. Density of residents who come from very diverse backgroups socio economic and age groups
15. Entertainment
16. Great restaurants
17. Safe
18. People living and working nearby
19. Affordable living
20. Night life
21. Night life
22. Feet on the street in the businesses

23. Art centers
24. Consistent activities and fun things to do both in day hours and night hours
25. Open
26. Activity after sunset, music from cafes, give a reason to "peek in" and see what's taking place
27. Customer service
28. Housing
29. Restaurants shopping
30. Learning centers
31. Events both seasonal and constant
32. Activities
33. Entertainment and educational facilities i.e. arts, cultural, historical..
34. Diverse mix and clusters of business
35. Museums
36. City center park/plaza
37. A vibrant downtown gives someone a reason to want to stay
38. Youth
39. Outstanding theater experiences
40. Strong community ties
41. Book stores/library
42. Friendly people working there
43. Eclectic mix of businesses
44. Diversity of people - age, sex, ethnicity
45. Business crowd enjoying after work happy hour vs. Escaping
46. Cultural events
47. Public transportation
48. Wanting to keep up the appearance
49. Plenty of housing choices- types
50. Music and art
51. Ma and pa shops along with corporate chains

- 52. Safe atmosphere
- 53. Strong neighborhoods adjacent

Context for SUSTAINABLE ECONOMY in a City

Instructions: What creates SUSTAINABLE ECONOMY for a city in these days and times? What do you look for that says a given city has a very high and positive level of 'Sustainability Economy'? (multiple responses)

Ideas Results

No.	Idea
-----	------

- | | |
|-----|---|
| 1. | Education, education, education |
| 2. | Living wage jobs |
| 3. | Jobs at all pay levels |
| 4. | Need a diversity of industries and occupation types |
| 5. | Ability to offer good jobs |
| 6. | Easy to start and run a business |
| 7. | Educated workforce |
| 8. | Good jobs |
| 9. | Growth area Businesses |
| 10. | White collar employment opportunities |
| 11. | Need high wage jobs along with lower wage jobs |
| 12. | Technology |
| 13. | Higher education facilities |
| 14. | The ability to have every generation not find a reason to leave - education/jobs/healthcare |
| 15. | Fortune 500 companies regional hqs |
| 16. | Need a healthy balance of community-serving and export-related businesses |
| 17. | Business incubators |
| 18. | Highly educated workforce |
| 19. | Educated workforce jobs to keep them |
| 20. | Housing choices with stability in costs |
| 21. | Higher education, high wage jobs |
| 22. | Idea sharing between students |

23. Healthy balance of established companies and new ventures
24. Mix of big box and small niche marketplaces
25. Offering places that will not go out of business
26. Livable community with a vibrant downtown :)
27. Vision and Leadership to take us to the next level economically
28. Solid political culture that remains consistent so future can be predicted
29. Diversity
30. Unique businesses
31. Public transportation
32. Need to have private investors, infill projects need attention vs. Going out

S1 Survey: Indexing Mesa on Our Categories

Instructions: Please respond to the following survey questions. There will be an instruction at the end of the survey on how to submit your responses.

Questionnaire Results
9 Responses

Indexing Mesa

1. If you were to assess/index Mesa today in terms of where it is on terms of its development of each of these three categories, how would you assess the City today? Use a scale of 1-100 where a '1' means no development at all in that category (we are starting from scratch) and a '100' means we are at an ideal state within that category (right where we need to be). Use whole numbers only in your assessment:

No.	Idea	High	Low	Avg.
1.	Livability	70	10	53
2.	Sustainable Economy	100	10	50
3.	Vibrant Downtown	50	10	28

(1) Current Ideas to Action in the Category of LIVABILITY

Instructions: The following is a summary of the base ideas from the excel spreadsheet in this area. In a moment we'll ask you for any ADDITIONAL IDEAS that should be considered:

Ideas Results (ideas imported from iMesa excel spreadsheet)

No. Idea

1. Fix the corner of Southern and Alma School. It's the anchor of urban blight in the city.
2. Start a Tool Library through the downtown Library
3. Mesa police twitter system
4. Put welcome to mesa city banners on light poles starting when you enter Mesa.
5. Modify the trash pickup procedure
6. Veterans
7. Improve library programs for families
8. Bring iMesa to groups
9. Stop watering parks during the day.
10. Alley annexation
11. Develop a way to get junior high students more in
12. Kids program
13. We could use more hazard waste days or longer hours on the already scheduled days.
14. Neighborhood clean up crews
15. Work with Police, Neighbors, etc to establish program for bike rental and or free usage
16. Adopt fiesta district signage & boulevard plantings
17. Incentives for Volunteering
18. Police/Fire Dept: Focus on Prevention Activities
19. Mesa's image
20. More Events to Keep in Touch With Our Neighbors
21. Enhancement to mymesa Smartphone App
22. Gate all unused alley ways
23. Fix roads ,take down the "ghetto" rebuild it

24. Form volunteer code enforcement groups
25. Invite the cubs to match the ABC fund for social services
26. Any development of native desert land must be preceded by a thorough assessment of the ecological issues.
27. Mesa needs to have better zoning control with colors they allow on commercial businesses and strip malls. Stick to neutral colors, beige,
28. Teardrop banners
29. I like Mesa!
30. Brand Mesa as "The Most Wired City in Arizona"
31. Repaint unsightly fences
32. Paint large, glow-in-the-dark address numbers on the curb in front of every house
33. Clean up mesa
34. A Great Place to Raise Your Family
35. Avoid the need for multi-million dollar revitalization in East Mesa by acting now
36. Stick to residential densities approved by previous council actions.
37. Need more trees and shade around the streets of major shopping areas to encourage walking
38. Encourage Mesa Riverview Shopping to become Live, Work, & Play
39. Make Landlords responsible for landscaping and pool service the tenants are not going to do it!
40. Put a stop to advertising on personal
41. We are mesa campaign
42. Rehab for drug addicts and alcoholics
43. Hotel signs
44. Create inexpensive sustainable homes from shipping containers
45. Overseed the Mesa Cemetery
46. School or churches donate time to clean parks
47. Humanitarian efforts
48. Safety for schools
49. Start a community garden system like Seattle's P-Patch system
50. "Block watch"
51. Improve Signage Noting of Hospitals on Freeways

52. Earn Free Bus Passes by Contributing to Recycling
53. Create Community Gathering Area to Watch Over Children Leaving From School
54. Identify Neighborhoods by Names (like Evergreen, etc.)
55. Have Schools/Churches Donate Time in Cleaning/Maintaining City Parks
56. Inform Community about Senior Programs
57. As a victim of domestic violence, I strongly believe in initiating an abuser registry.
58. Erect block fences along Harris Dr. Opposite Mesa High.
59. Limit and Reduce Liquor stores and Smoke shops in Mesa NW particularly
60. Mesa needs an iconic "Welcome to Mesa" sign. Recently a film crew came into AMY and asked where it was.
61. Paint the sewer treatment plant domes like baseballs.
62. Blighted Transmission Line Corridor - Don't forget about the old neighborhoods!
63. Create habitats to replenish the cactus wren species in Mesa, so we may get our mosquito and insect infestation under control.
64. Create a Neon Corridor
65. Implement a returnable bottle law in AZ.
66. Motels
67. Halfway houses
68. Offer an alternative to hoas
69. Reduce the size of Mesa Government. Stop spending!
70. Turn the neon lights back on @ the corner of Alma School & Southern
71. Tax people who use their garbage and recycle cans as lawn ornaments-s/b unseen from street.
72. Mesa clean up!!!
73. The City of Mesa could provide once per month or once per quarter collection of residential Bulk Trash as a FREE service for residents.
74. About traffic safety...
75. Trash
76. Charge small fee for those that don't keep there yard clean
77. Use approval voting for all one-winner elections.
78. Start to get HOA in all of mesa

79. Political signage
80. Free trash pick up
81. Please keep the lights to the same brightness as the lights down the middle of Ellsworth so that we can still enjoy the night sky
82. Seriously investigate the air quality problems in parts of Mesa
83. Offer cactus league stadiums to Japanese teams post earthquake and tsunami
84. More Houses of the Lord in Heaven
85. Fiber to the home broadband system
86. Recycle bins in downtown mesa.
87. Redistricting 2011
88. Community bulletin board
89. Have one, Unifying language
90. Insurance should cover naturopathic medicine
91. Make it illegal to be able to buy bath salts and synthetic marijuana
92. Save our Neighborhood!
93. Neighborhood Enforcement of Codes
94. Infill!!!
95. Have a recycling program in Mesa's "Maricopa County island neighborhoods"
96. Adopt an amplified music ordinance
97. Stray cats
98. Designate a trash pick-up day one time per month for items that will not fit in the trash barrel.
99. Have an iMesa committee that has more than 3 women members.
100. Fire and ems
101. Have apartments participate in recycling
102. Create an iMesa Facebook page
103. City hall at the mall
104. IMesa lincs
105. Require recycling containers at all outdoor trash receptacle locations within the city limits.
106. Handicapped accessibility at Mesa City Plaza

Additional Ideas to Action in the Category of LIVABILITY

Instructions: Now, what ADDITIONAL IDEAS would you suggest be considered for NEAR TERM action by the Mayor/Council in the area of LIVABILITY for the City of Mesa? (multiple responses, but be as clear and specific as you can in identifying the idea...)

Ideas Results

No.	Idea
-----	------

- | | |
|-----|--|
| 1. | Quality reuse developments |
| 2. | Larger open space parks in more neighborhoods |
| 3. | Circulators to bring people to transit corridors without the need for a car |
| 4. | Hotel and restaurant/shops on parcel 51 at Las Sendas |
| 5. | Luring private investors strictly for infill projects, offer incentives for investing in the blighted areas |
| 6. | Landlord checks and balances so investment properties meet community standards |
| 7. | Infill before more sprawl |
| 8. | A toy library to piggy-back on the tool library idea |
| 9. | Use the wider streets to provide wider bike paths. (Can't help you with the narrow minds). |
| 10. | Encourage programs/activities to increase use of parks, walking paths, biking that have been improved or are being developed |
| 11. | Diversity of housing especially near downtown |
| 12. | Create an awareness campaign on a large scale for residents teaching them about the diversity, size and importance of keeping \$\$ in Mesa |
| 13. | Construction projects for open space that will enhance livability |
| 14. | Program to improve education system by investing in new families |

(2) Current Ideas to Action in the Category of VIBRANT DOWNTOWN

Instructions: The following is a summary of the base ideas from the excel spreadsheet in this area. In a moment we'll ask you for any ADDITIONAL IDEAS that should be considered:

Ideas Results (ideas imported from iMesa excel spreadsheet)

No. Idea

1. Revitalizing downtown Mesa
2. Create High Density Living in Downtown by Encouraging Construction of More Mid/High Rise Buildings
3. Develop along Main St. An appealing avenue of landmark neon signs from motels and stores.
4. Make Mesa's "Central Park" at Mesa Dr/University. It will attract residences and people to downtown
5. "Gates" by the entrance/exit to downtown Mesa
6. Comprehensive Branding for Downtown Mesa and the surrounding area.
7. More restaurants in the downtown area
8. Turn down town into more of a night life.
9. Urbanize downtown more
10. Need entertainment district downtown
11. Downtown, BORING...Mesa...BORING and behind the times...MESA getting uglier by the minute
12. Establish a third place, in a downtown location, that will serve the students of the new Universities.
13. Strict enforcement of Paint Colors for Downtown Buildings
14. Use downtown for folks 50+ who need a place to dance and socialize--think Tempe for adults
15. Water fountains downtown
16. More color downtown
17. Re-landscape Downtown
18. Make people who drive into downtown on the weekdays buy a parking pass

19. Foster the development of an "Urban Garden" in an empty parcel(s) close to Downtown/
Farmers Market
20. Micro brewery in downtown, on Main
21. A downtown place to tell Mesa's story

Additional Ideas to Action in the Category of VIBRANT DOWNTOWN

Instructions: Now, what ADDITIONAL IDEAS would you suggest be considered for NEAR TERM action by the Mayor/Council in the area of VIBRANT DOWNTOWN for the City of Mesa? (multiple responses, but be as clear and specific as you can in identifying the idea...)

Ideas Results

No. Idea

1. Student housing
2. Diverse housing stock that will attract living wage earners
3. New investment / investors in downtown properties
4. Create downtown mall around light rail route with adequate parking on 1st Ave. And 1st St.
5. Expand and develop the urban center of downtown
6. Larger retail shops and grocery stores
7. Shade
8. Build the City Plaza ASAP
9. Dormitory
10. Open more businesses that attract students
11. Music in the Street - a program sponsored by the City of Mesa to pay a meager amount to local musicians to play their instrument on the sidewalks of downtown Mesa - this would add vibrancy and more human contact for downtown night life
12. Marquee restaurant
13. Downtown activities at the City Plaza weekends and also weekdays
14. Condos near main street
15. Public market - larger scale; think of Union Square market in NYC - bring in grocers
16. Have downtown restaurants sample their food at night with a progressive menu coordinated by Visit Mesa
17. Lure a big box store or two to the area, such as Barnes & Noble, REI, etc.
18. Attract businesses and activity centers for children - market as "The Children's Downtown"
19. Justicetrax turned into restaurant

20. Inactive business move towards side streets 2nd floors
21. Provide shade and mist systems to encourage walking in downtown
22. Spread it out

(3) Current Ideas to Action in the Category of SUSTAINABLE ECONOMY

Instructions: The following is a summary of the base ideas from the excel spreadsheet in this area. In a moment we'll ask you for any ADDITIONAL IDEAS that should be considered:

Ideas Results I(ideas imported from iMesa excel spreadsheet)

No. Idea

1. Fiesta district - mixed use entertainment complex
2. Retrofit city buildings with solar power--any new facilities should be LEED certified
3. Establish several business incubators in Mesa
4. Redeveloping dying strip malls
5. Develop Aerospace Technology Corridor at Gateway to attract major manufacturers
6. Forming an Industrial Space for Falcon Field
7. Businesses should be able to file and pay sales tax online. Saves time and money.
8. Build employment centers and accelerate shovel ready programs @ Ellsworth rd - Proving Grounds
9. Use of a Rain Gauge to Save Water and Cut Electric Costs
10. Underutilized senior citizens can be an untapped resource for the community
11. Offer a small discount for receiving and paying utility bills online.
12. Mobile home/rv parks
13. MESACO (or politically correct: "Little Mexico", Mesa style)
14. Underground all of the power lines in the City of Mesa electric service area.
15. Lower sales taxes and replace with property tax.
16. Barter
17. Incentivize apartment complexes to become more energy efficient
18. Use the existing old alley space to install solar panels and power City of Mesa Utility customers
19. Make fiesta look like mill ave in a way lots of bars and clubs mesa needs a night life..
20. Solar mesa

21. Solar panels on bus stations and free wi/fi
22. Create a smartphone app, similar to "smartphx" to help people discover downtown Mesa
23. Develop an Advanced Urgent Care Facility in Fiesta Village
24. Buy a membership card for Resident of Mesa and save 10% on all purchases made in Mesa.
Jay Jay
25. Encourage businesses to invest in alternate fuels
26. Construction component center / sustainable communities
27. Put building permit information online
28. Offer \$street \$eal \$ervices to tax-paying/HOA communities. Win/Win as we are both cash strapped.
29. Lemonade Day- go to <http://www.chron.com/disp/story.mpl/business/7524397.html> to see
30. Restaurants get a tax break if they agree to turn in their used grease to a city refinement area.
31. Promote mesa
32. Security commercial/security site management
33. Please develop the land between meridian and ironwood
34. Family food places
35. Resources
36. Lower parking fees at Mesa airport
37. Energy savings
38. Build an Upscale Retirement Community
39. Make the Downtown Main Street a Large Shopping Mall
40. Free parking at Phx-Mesa Gateway Airport
41. Solar Power Energy for Mesa
42. Mesa Electric Service to Support Solar and Energy Efficiency
43. Business licenses should not expire.
44. Energy efficient home cost less
45. Locate the San Tan Brewery on McDonald St in downtown Mesa. Use the Alhambra hotel area.
46. Localized Health Care Co-op for Small Businesses
47. Stop authorizing 99 cent and Goodwill stores on every corner in this city.
48. Land Transformation (SW corner Mesa Dr. And University) -Weeds and Dirty to Productive

Vegetable Crops

49. Gluten free bakery
50. Find a Hotel form Las Vegas
51. Upgrade permitting and plan review system to allow for Eplan review
52. Stability bonus
53. New stipulations regarding retail projects
54. Stop spending our tax dollars on useless and wasteful projects.
55. Put a Starbucks in Downtown Mesa on Main St.
56. Bring in an Anchor store, LL Bean's is a destination store, if located near new rail, brings traffic
57. Reduce property taxes
58. Channel 10 news where's Andy??
59. Defer Development Impact Fees for up to 24 Months
60. Add a limited property tax ONLY to NEW residential property sales in Mesa to fund parks and development.
61. Create an economic development committee to visit industries to sell them on the viability of Mesa.
62. New business start-up
63. Increase employment
64. Tempe e-Rail will be an economic straw for Tempe sucking Riverview dry
65. To improve the house and shop behind my house as a work at home business and studio called slot studios! It's an older house to FIXER-UP:)
66. Mesa needs microbreweries!
67. Fund a technology incubation "hackerspace" in downtown Mesa. Heatsync Labs in Chandler is relocating
68. Develop sustainable utility infrastructure by developing gasification plant
69. Reopen Escobedo Apartments for People

Additional Ideas to Action in the Category of SUSTAINABLE ECONOMY

Instructions: Now, what ADDITIONAL IDEAS would you suggest be considered for NEAR TERM action by the Mayor/Council in the area of SUSTAINABLE ECONOMY for the City of Mesa? (multiple responses, but be as clear and specific as you can in identifying the idea...)

Ideas Results

No. Idea

1. Mesa become more proactive in attracting startups
2. Provide atmosphere that encompass jobs and closeby living
3. Work to bring Fortune 500 company hqs to downtown.
4. Competition for struggling or start-up businesses to either launch or develop business - winner gets free rent in a space downtown for one year
5. Spread out the urban cores, if residents won't come to downtown create a new epicenter - Mesa is a BIG city
6. Make infill projects a priority to help stabilize real estate market
7. A first class airline out of Mesa/Gateway
8. Bring more jobs and opportunity to the sprawling eastside of Mesa (not just high tech)
9. Support an innovation culture in the City and community stop saying no
10. Utilize the "knowledge corridor" to encourage higher paying technology-related industry
11. Develop market rate living in job dense areas and job centers near residential dense areas
12. Attract start-up tech companies from CA with low cost buildings
13. Continue constructing high rise homes on 1st Avenue
14. Redevelop dying strip malls into more creative business uses
15. Don't forget Main Street - that's an artery also worth improving
16. Attract creative class who will support placemaking efforts

(REV1) Summary of Ideas to Action for LIVABILITY

Instructions: The following is a summary of key ideas from this subgroup to be considered by the full iMesa Steering Committee for this area:

Ideas Results

No. Idea

1. CLEAN-UP MESA: Clean streets, walks, repainting fences, etc. accomplished through collaboration of city (provide dumpsters), neighborhood associations (labor and advertising), and churches (volunteers)
2. PUBLIC ART: Encourage creation of neighborhood projects and expanding projects like downtown statues
3. SAFETY: Police and fire department prevention activities, increase active neighborhood watches, more visible patrolling (bike, foot patrols)
4. WELCOMING ENTRANCES: Improve entrance welcome signs, make prominent gateway
5. LIBRARIES: Tool library, toy library, etc.
6. FIESTA DISTRICT: Clean up blight, buildings, community signage,
7. INFILL: Provide incentives to investors to reuse existing parcels--either open or by removing existing buildings, etc.
8. CONTINUE IMPROVING PARKS/REC: Wide enough paths, add trees/shade to bike/canal paths, drinking fountains, shade structures
9. EDUCATION: Encourage more access/affordable high quality preschool programs utilizing First Things First funding/programming. Encourage diversity at all levels of education by supporting magnet schools/innovative academic environments.

(REV2) Summary of Ideas to Action for VIBRANT DOWNTOWN

Instructions: The following is a summary of key ideas from this subgroup to be considered by the full iMesa Steering Committee for this area:

Ideas Results

No. Idea

1. FACEBOOK MOVES REGIONAL CAMPUS DOWNTOWN: Creates high wage creative sector jobs for Downtown / Mesa higher education institutions
2. MIXED USED DEVELOPMENT WITH MARKET RATE HOUSING IN THE DOWNTOWN RETAIL CORE: This will enhance downtown's livability and business mix, while increase downtown residents to support the business and help generate activity and vibrancy.
3. REDEVELOPMENT AND REUSE OF UNDERUTILIZED DOWNTOWN PROPERTIES: Projects will provide additional cultural, business and residential space more conducive for an urban business district, and displace less desirable uses (halfway houses...)
4. WAL-MART BUILDS FIRST UPSCALE URBAN NEIGHBORHOOD STORE IN DOWNTOWN MESA: Wal-mart has tapped out the moderate to low income shopper and is moving into the middle income to higher income shopper.
5. MEDICAL CAMPUS SLATED FOR SITE 17 AS PART OF MIXED USE DEVELOPMENT: Campus creates high end jobs and residents to live, work, play and support the urban core.
6. CITY OF MESA SPRINKLERS ALL BUILDINGS ALONG MAIN STREET CORRIDOR This allows for buildings to be easily used for a diverse business mix, specifically restaurant, bar and nightlife uses. This takes the waiting game of whether the property owner or business has to invest the funds to bring building up to code, instead focusing on opening and operating a vibrant businesses

(REV3) Summary of Ideas to Action for SUSTAINABLE ECONOMY

Instructions: The following is a summary of key ideas from this subgroup to be considered by the full iMesa Steering Committee for this area:

Ideas Results

No. Idea

1. SUPPORT / ENCOURAGE ESTABLISHMENT OF INCUBATORS: Offer businesses an area (throughout the city, multiple) to get started up, help them get off the ground, makerspace, innovation centers
2. CREATE MASTERPLAN FOR FIESTA DISTRICT: Will provide potential builders/investors a map or guide for projects that would be supported by city leaders (not just a streetscape/visual plan - identify types of businesses and residences that are missing)
3. BRING HIGH WAGE JOBS TO TRANSIT CORRIDOR: All along the light rail, and West Mesa all the way to Gilbert Road (mix high wage jobs and low wage jobs - create more cross-pollination)
4. SPREAD OUT FEE ASSESSMENTS TO ADDRESS IMPROVEMENTS ACROSS CITY: Need to avoid abandonment of certain regions and look at residents funding improvements in all districts
5. ZIP CAR AND BIKE RENTAL: Offer alternative modes of transportation for employees that are unable to get access to public transportation
6. INCREASE DEGREE ATTAINMENT: Push for the public community colleges to offer BA programs; mentoring programs in schools encouraging higher ed; keep degreed professionals living and working in Mesa

Review of Criteria for Assessment

Instructions: In a moment our full group will assess the summary of ideas in each category. We are proposing four criteria for the assessment:

Ideas Results

No. Idea

1. Aligns With Your Vision of a Transformed Category (Livable Mesa/Vibrant Downtown/Sustainable Economy)
2. Ability to Make Significant Progress on This Project in CY2014
3. Consistent With Direction and Strategy of Mesa/Council
4. Will Be Embraced by the General Citizenry of Mesa

(REV1A) Assessment of Ideas to Action in LIVABILITY

Instructions: Now, please assess each of the following ideas in terms of FOUR criteria: 1) The degree to which this idea is aligned with your vision of the ideal state of this category; 2) The degree to which you feel Mesa can make meaningful progress on the implementation of the idea in CY2014; 3) The degree to which the idea is aligned with the direction of the Mayor/Council; 4) The degree to which the idea would be supported by the general citizenry of Mesa.

HIGH/LOW REPORT (combined criteria, equally weighted)

9 Responses

Rank	Idea	Adj. High	Adj. Low	Std. Dev.	Sum
1.	FIESTA DISTRICT: Clean up blight, buildings, community signage,	10	5	1.6	299
2.	CLEAN-UP MESA: Clean streets, walks, repainting fences, etc. accomplished through collaboration of city (provide dumpsters), neighborhood associations (labor and advertising), and churches (volunteers)	10	5	1.8	288
3.	SAFETY: Police and fire department prevention activities, increase active neighborhood watches, more visible patrolling (bike, foot patrols)	10	3	2.1	285
4.	INFILL: Provide incentives to investors to reuse existing parcels-- either open or by removing existing buildings, etc.	10	3	1.9	281
5.	CONTINUE IMPROVING PARKS/REC: Wide enough paths, add trees/shade to bike/canal paths, drinking fountains, shade structures	10	1	3.0	242
6.	EDUCATION: Encourage more access/affordable high quality preschool programs utilizing First Things First funding/programming. Encourage diversity at all levels of education by supporting magnet schools/innovative academic environments.	10	2	2.1	228
7.	WELCOMING ENTRANCES: Improve entrance welcome signs, make prominent gateway	10	1	2.5	224
8.	PUBLIC ART: Encourage creation of neighborhood projects and expanding projects like downtown statues	10	1	2.9	213
9.	LIBRARIES: Tool library, toy library, etc.	10	1	2.2	202

(REV1A) Assessment of Ideas to Action in LIVABILITY

Instructions: Now, please assess each of the following ideas in terms of FOUR criteria: 1) The degree to which this idea is aligned with your vision of the ideal state of this category; 2) The degree to which you feel Mesa can make meaningful progress on the implementation of the idea in CY2014; 3) The degree to which the idea is aligned with the direction of the Mayor/Council; 4) The degree to which the idea would be supported by the general citizenry of Mesa.

FREQUENCY DISTRIBUTION REPORT (combined criteria, equally weighted)

9 Responses

Rank	Idea	1	2	3	4	5	6	7	8	9	10
1.	FIESTA DISTRICT: Clean up blight, buildings, community signage,	0	0	0	0	2	5	3	8	6	12
2.	CLEAN-UP MESA: clean streets, walks, repainting fences, etc. accomplished through collaboration of city (provide dumpsters), neighborhood associations (labor and advertising), and churches (volunteers)	0	0	0	0	4	3	3	9	3	13
3.	SAFETY: Police and fire department prevention activities, increase active neighborhood watches, more visible patrolling (bike, foot patrols)	0	0	2	2	1	1	7	7	5	11
4.	INFILL: Provide incentives to investors to reuse existing parcels--either open or by removing existing buildings, etc.	0	0	1	0	5	2	7	6	6	9
5.	CONTINUE IMPROVING PARKS/REC: Wide enough paths, add trees/shade to bike/canal paths, drinking fountains, shade structures	5	0	0	0	5	3	3	7	3	9
6.	EDUCATION: Encourage more access/affordable high quality preschool programs utilizing First Things First funding/programming. Encourage diversity at all levels of education by supporting magnet schools/innovative academic environments.	0	1	1	6	1	9	7	4	1	5
7.	WELCOMING ENTRANCES: Improve entrance welcome signs, make prominent gateway	4	0	0	1	6	4	8	6	2	4
8.	PUBLIC ART: Encourage creation of neighborhood projects and expanding	4	0	6	1	2	5	1	8	4	4

projects like downtown statues

9. LIBRARIES: Tool library, toy library, etc. 1 2 2 1 12 6 4 3 1 3

(REV1A) Assessment of Ideas to Action in LIVABILITY

Instructions: Now, please assess each of the following ideas in terms of FOUR criteria: 1) The degree to which this idea is aligned with your vision of the ideal state of this category; 2) The degree to which you feel Mesa can make meaningful progress on the implementation of the idea in CY2014; 3) The degree to which the idea is aligned with the direction of the Mayor/Council; 4) The degree to which the idea would be supported by the general citizenry of Mesa.

HIGH/LOW REPORT

9 Responses

Rating Criteria: Aligns with Your Vision of the Category

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	INFILL: Provide incentives to investors to reuse existing parcels--either open or by removing existing buildings, etc.	10	5	1.6	8.9	9/9
2.	FIESTA DISTRICT: Clean up blight, buildings, community signage,	10	6	1.3	8.8	9/9
3.	CLEAN-UP MESA: clean streets, walks, repainting fences, etc. accomplished through collaboration of city (provide dumpsters), neighborhood associations (labor and advertising), and churches (volunteers)	10	5	1.7	8.1	9/9
4.	SAFETY: Police and fire department prevention activities, increase active neighborhood watches, more visible patrolling (bike, foot patrols)	10	3	2.2	7.9	9/9
5.	EDUCATION: Encourage more access/affordable high quality preschool programs utilizing First Things First funding/programming. Encourage diversity at all levels of education by supporting magnet schools/innovative academic environments.	10	6	1.6	7.8	9/9
6.	CONTINUE IMPROVING PARKS/REC: wide enough paths, add trees/shade to bike/canal paths, drinking fountains, shade structures	10	1	3.0	7.7	9/9
7.	PUBLIC ART: Encourage creation of neighborhood projects and expanding projects like downtown statues	10	1	3.2	7.0	9/9

8.	WELCOMING ENTRANCES: Improve entrance welcome signs, make prominent gateway	10	1	2.8	6.6	9/9
9.	LIBRARIES: tool library, toy library, etc.	10	1	2.6	6.1	9/9

Rating Criteria: Meaningful Action on Implementation in CY2014

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	CLEAN-UP MESA: Clean streets, walks, repainting fences, etc. accomplished through collaboration of city (provide dumpsters), neighborhood associations (labor and advertising), and churches (volunteers)	10	5	1.9	8.0	9/9
2.	SAFETY: Police and fire department prevention activities, increase active neighborhood watches, more visible patrolling (bike, foot patrols)	10	3	2.3	7.7	9/9
3.	FIESTA DISTRICT: Clean up blight, buildings, community signage,	10	5	1.9	7.1	9/9
4.	WELCOMING ENTRANCES: Improve entrance welcome signs, make prominent gateway	10	1	2.8	6.8	9/9
5.	INFILL: Provide incentives to investors to reuse existing parcels--either open or by removing existing buildings, etc.	10	3	2.3	6.7	9/9
6.	LIBRARIES: Tool library, toy library, etc.	10	2	2.4	6.4	9/9
7.	CONTINUE IMPROVING PARKS/REC: Wide enough paths, add trees/shade to bike/canal paths, drinking fountains, shade structures	9	1	2.5	6.2	9/9
8.	PUBLIC ART: Encourage creation of neighborhood projects and expanding projects like downtown statues	10	1	3.0	5.8	9/9
9.	EDUCATION: Encourage more access/affordable high quality preschool programs utilizing First Things First funding/programming. Encourage diversity at all levels of education by supporting magnet schools/innovative academic environments.	8	2	2.2	5.2	9/9

Rating Criteria: Aligned With Direction of Mayor/Council

Rank	Idea	High	Low	Std.	Avg.	Participation
------	------	------	-----	------	------	---------------

					Dev.	Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	FIESTA DISTRICT: Clean up blight, buildings, community signage,	10	6	1.5	8.8	9/9
2.	CLEAN-UP MESA: Clean streets, walks, repainting fences, etc. accomplished through collaboration of city (provide dumpsters), neighborhood associations (labor and advertising), and churches (volunteers)	10	5	1.9	8.1	8/9
3.	SAFETY: Police and fire department prevention activities, increase active neighborhood watches, more visible patrolling (bike, foot patrols)	10	4	2.1	8.1	9/9
4.	INFILL: Provide incentives to investors to reuse existing parcels--either open or by removing existing buildings, etc.	10	5	1.6	8.0	9/9
5.	EDUCATION: Encourage more access/affordable high quality preschool programs utilizing First Things First funding/programming. Encourage diversity at all levels of education by supporting magnet schools/innovative academic environments.	10	4	1.9	6.3	8/9
6.	CONTINUE IMPROVING PARKS/REC: Wide enough paths, add trees/shade to bike/canal paths, drinking fountains, shade structures	10	1	3.5	6.3	8/9
7.	WELCOMING ENTRANCES: Improve entrance welcome signs, make prominent gateway	10	1	2.6	6.1	8/9
8.	PUBLIC ART: Encourage creation of neighborhood projects and expanding projects like downtown statues	8	1	2.8	5.5	8/9
9.	LIBRARIES: tool library, toy library, etc.	7	3	1.4	4.9	8/9

Rating Criteria: Would be Supported by the General Citizenry of Mesa

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	CLEAN-UP MESA: Clean streets, walks, repainting fences, etc. accomplished through collaboration of city (provide dumpsters), neighborhood associations (labor and advertising), and churches (volunteers)	10	5	1.8	8.7	9/9
2.	FIESTA DISTRICT: Clean up blight, buildings, community signage,	10	6	1.3	8.6	9/9

3.	SAFETY: Police and fire department prevention activities, increase active neighborhood watches, more visible patrolling (bike, foot patrols)	10	4	2.1	8.0	9/9
4.	INFILL: Provide incentives to investors to reuse existing parcels--either open or by removing existing buildings, etc.	10	5	1.6	7.7	9/9
5.	CONTINUE IMPROVING PARKS/REC: Wide enough paths, add trees/shade to bike/canal paths, drinking fountains, shade structures	10	1	3.1	7.4	9/9
6.	EDUCATION: Encourage more access/affordable high quality preschool programs utilizing First Things First funding/programming. Encourage diversity at all levels of education by supporting magnet schools/innovative academic environments.	10	4	2.2	6.8	9/9
7.	WELCOMING ENTRANCES: Improve entrance welcome signs, make prominent gateway	9	1	2.3	6.1	9/9
8.	PUBLIC ART: Encourage creation of neighborhood projects and expanding projects like downtown statues	10	1	3.0	6.0	9/9
9.	LIBRARIES: Tool library, toy library, etc.	10	2	2.2	5.6	9/9

(REV1A) Assessment of Ideas to Action in LIVABILITY

Instructions: Now, please assess each of the following ideas in terms of FOUR criteria: 1) The degree to which this idea is aligned with your vision of the ideal state of this category; 2) The degree to which you feel Mesa can make meaningful progress on the implementation of the idea in CY2014; 3) The degree to which the idea is aligned with the direction of the Mayor/Council; 4) The degree to which the idea would be supported by the general citizenry of Mesa.

FREQUENCY DISTRIBUTION REPORT

9 Responses

Rating Criteria: Aligns with Your Vision of the Category

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	INFILL: Provide incentives to investors to reuse existing parcels--either open or by removing existing buildings, etc.	0	0	0	0	1	0	0	1	3	4
2.	FIESTA DISTRICT: Clean up blight, buildings, community signage,	0	0	0	0	0	1	0	2	3	3
3.	CLEAN-UP MESA: Clean streets, walks, repainting fences, etc. accomplished through collaboration of city (provide dumpsters), neighborhood associations (labor and advertising), and churches (volunteers)	0	0	0	0	1	1	0	3	2	2
4.	SAFETY: Police and fire department prevention activities, increase active neighborhood watches, more visible patrolling (bike, foot patrols)	0	0	1	0	0	0	2	3	0	3
5.	EDUCATION: Encourage more access/affordable high quality preschool programs utilizing First Things First funding/programming. Encourage diversity at all levels of education by supporting magnet schools/innovative academic environments.	0	0	0	0	0	3	1	2	1	2
6.	CONTINUE IMPROVING PARKS/REC: Wide enough paths, add trees/shade to bike/canal paths, drinking fountains, shade structures	1	0	0	0	1	0	1	2	0	4
7.	PUBLIC ART: Encourage creation of neighborhood projects and expanding	1	0	1	0	1	0	0	2	2	2

projects like downtown statues

8.	WELCOMING ENTRANCES: Improve entrance welcome signs, make prominent gateway	1	0	0	1	1	0	2	2	1	1
9.	LIBRARIES: Tool library, toy library, etc.	1	0	0	0	3	1	1	2	0	1

Rating Criteria: Meaningful Action on Implementation in CY2014

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	CLEAN-UP MESA: Clean streets, walks, repainting fences, etc. accomplished through collaboration of city (provide dumpsters), neighborhood associations (labor and advertising), and churches (volunteers)	0	0	0	0	1	1	2	1	1	3
2.	SAFETY: Police and fire department prevention activities, increase active neighborhood watches, more visible patrolling (bike, foot patrols)	0	0	1	0	1	0	1	1	4	1
3.	FIESTA DISTRICT: Clean up blight, buildings, community signage,	0	0	0	0	2	2	2	1	0	2
4.	WELCOMING ENTRANCES: Improve entrance welcome signs, make prominent gateway	1	0	0	0	1	2	1	2	0	2
5.	INFILL: Provide incentives to investors to reuse existing parcels--either open or by removing existing buildings, etc.	0	0	1	0	2	1	3	0	0	2
6.	LIBRARIES: Tool library, toy library, etc.	0	1	0	0	2	2	1	1	1	1
7.	CONTINUE IMPROVING PARKS/REC: Wide enough paths, add trees/shade to bike/canal paths, drinking fountains, shade structures	1	0	0	0	3	0	1	3	1	0
8.	PUBLIC ART: Encourage creation of neighborhood projects and expanding projects like downtown statues	1	0	2	0	0	3	0	1	1	1
9.	EDUCATION: Encourage more access/affordable high quality preschool programs utilizing First Things First funding/programming. Encourage diversity at all levels of education by supporting magnet schools/innovative academic environments.	0	1	1	2	1	1	1	2	0	0

Rating Criteria: Aligned With Direction of Mayor/Council

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	FIESTA DISTRICT: Clean up blight, buildings, community signage,	0	0	0	0	0	1	1	1	2	4
2.	CLEAN-UP MESA: Clean streets, walks, repainting fences, etc. accomplished through collaboration of city (provide dumpsters), neighborhood associations (labor and advertising), and churches (volunteers)	0	0	0	0	1	1	0	3	0	3
3.	SAFETY: Police and fire department prevention activities, increase active neighborhood watches, more visible patrolling (bike, foot patrols)	0	0	0	1	0	0	3	1	0	4
4.	INFILL: Provide incentives to investors to reuse existing parcels--either open or by removing existing buildings, etc.	0	0	0	0	1	0	2	3	1	2
5.	EDUCATION: Encourage more access/affordable high quality preschool programs utilizing First Things First funding/programming. Encourage diversity at all levels of education by supporting magnet schools/innovative academic environments.	0	0	0	2	0	3	2	0	0	1
6.	CONTINUE IMPROVING PARKS/REC: Wide enough paths, add trees/shade to bike/canal paths, drinking fountains, shade structures	2	0	0	0	0	2	0	1	2	1
7.	WELCOMING ENTRANCES: Improve entrance welcome signs, make prominent gateway	1	0	0	0	2	1	2	1	0	1
8.	PUBLIC ART: Encourage creation of neighborhood projects and expanding projects like downtown statues	1	0	2	0	0	1	1	3	0	0
9.	LIBRARIES: Tool library, toy library, etc.	0	0	2	0	4	1	1	0	0	0

Rating Criteria: Would be Supported by the General Citizenry of Mesa

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											

1.	CLEAN-UP MESA: Clean streets, walks, repainting fences, etc. accomplished through collaboration of city (provide dumpsters), neighborhood associations (labor and advertising), and churches (volunteers)	0	0	0	0	1	0	1	2	0	5
2.	FIESTA DISTRICT: Clean up blight, buildings, community signage,	0	0	0	0	0	1	0	4	1	3
3.	SAFETY: Police and fire department prevention activities, increase active neighborhood watches, more visible patrolling (bike, foot patrols)	0	0	0	1	0	1	1	2	1	3
4.	INFILL: Provide incentives to investors to reuse existing parcels--either open or by removing existing buildings, etc.	0	0	0	0	1	1	2	2	2	1
5.	CONTINUE IMPROVING PARKS/REC: Wide enough paths, add trees/shade to bike/canal paths, drinking fountains, shade structures	1	0	0	0	1	1	1	1	0	4
6.	EDUCATION: Encourage more access/affordable high quality preschool programs utilizing First Things First funding/programming. Encourage diversity at all levels of education by supporting magnet schools/innovative academic environments.	0	0	0	2	0	2	3	0	0	2
7.	WELCOMING ENTRANCES: Improve entrance welcome signs, make prominent gateway	1	0	0	0	2	1	3	1	1	0
8.	PUBLIC ART: Encourage creation of neighborhood projects and expanding projects like downtown statues	1	0	1	1	1	1	0	2	1	1
9.	LIBRARIES: Tool library, toy library, etc.	0	1	0	1	3	2	1	0	0	1

(REV2A) Assessment of Ideas to Action in VIBRANT DOWNTOWN

Instructions: Now, please assess each of the following ideas in terms of FOUR criteria: 1) The degree to which this idea is aligned with your vision of the ideal state of this category; 2) The degree to which you feel Mesa can make meaningful progress on the implementation of the idea in CY2014; 3) The degree to which the idea is aligned with the direction of the Mayor/Council; 4) The degree to which the idea would be supported by the general citizenry of Mesa.

HIGH/LOW REPORT (combined criteria, equally weighted)
9 Responses

Rank	Idea	Adj. High	Adj. Low	Std. Dev.	Sum
1.	MIXED USED DEVELOPMENT WITH MARKET RATE HOUSING IN THE DOWNTOWN RETAIL CORE: This will enhance downtown's livability and business mix, while increase downtown residents to support the business and help generate activity and vibrancy.	10	1	2.5	292
2.	MEDICAL CAMPUS SLATED FOR SITE 17 AS PART OF MIXED USE DEVELOPMENT: Campus creates high end jobs and residents to live, work, play and support the urban core.	10	1	2.6	277
3.	CITY OF MESA SPRINKLERS ALL BUILDINGS ALONG MAIN STREET CORRIDOR: This allows for buildings to be easily used for a diverse business mix, specifically restaurant, bar and nightlife uses. This takes the waiting game of whether the property owner or business has to invest the funds to bring building up to code, instead focusing on opening and operating a vibrant businesses	10	1	2.0	264
4.	REDEVELOPMENT AND REUSE OF UNDERUTILIZED DOWNTOWN PROPERTIES: Projects will provide additional cultural, business and residential space more conducive for an urban business district, and displace less desirable uses (halfway houses...)	10	2	2.3	255
5.	FACEBOOK MOVES REGIONAL CAMPUS DOWNTOWN; Creates high wage creative sector jobs for Downtown / Mesa higher education institutions	10	1	2.9	235
6.	WAL-MART BUILDS FIRST UPSCALE URBAN NEIGHBORHOOD STORE IN DOWNTOWN MESA; Wal-mart has tapped out the moderate to low income shopper and is moving into the middle income to higher income shopper.	10	1	3.3	147

(REV2A) Assessment of Ideas to Action in VIBRANT DOWNTOWN

Instructions: Now, please assess each of the following ideas in terms of FOUR criteria: 1) The degree to which this idea is aligned with your vision of the ideal state of this category; 2) The degree to which you feel Mesa can make meaningful progress on the implementation of the idea in CY2014; 3) The degree to which the idea is aligned with the direction of the Mayor/Council; 4) The degree to which the idea would be supported by the general citizenry of Mesa.

FREQUENCY DISTRIBUTION REPORT (combined criteria, equally weighted) 9 Responses

Rank	Idea	1	2	3	4	5	6	7	8	9	10
1.	MIXED USED DEVELOPMENT WITH MARKET RATE HOUSING IN THE DOWNTOWN RETAIL CORE: This will enhance downtown's livability and business mix, while increase downtown residents to support the business and help generate activity and vibrancy.	1	1	1	1	3	0	2	4	9	14
2.	MEDICAL CAMPUS SLATED FOR SITE 17 AS PART OF MIXED USE DEVELOPMENT: Campus creates high end jobs and residents to live, work, play and support the urban core.	1	1	1	1	5	1	3	4	7	12
3.	CITY OF MESA SPRINKLERS ALL BUILDINGS ALONG MAIN STREET CORRIDOR: This allows for buildings to be easily used for a diverse business mix, specifically restaurant, bar and nightlife uses. This takes the waiting game of whether the property owner or business has to invest the funds to bring building up to code, instead focusing on opening and operating a vibrant businesses	1	0	0	0	4	10	4	5	5	7
4.	REDEVELOPMENT AND REUSE OF UNDERUTILIZED DOWNTOWN PROPERTIES: Projects will provide additional cultural, business and residential space more conducive for an urban business district, and displace less desirable uses (halfway houses...)	0	2	1	2	1	4	8	5	5	7
5.	FACEBOOK MOVES REGIONAL CAMPUS DOWNTOWN: Creates high wage creative	1	4	1	3	2	2	8	3	1	10

sector jobs for Downtown / Mesa higher
education institutions

- | | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|
| 6. | WAL-MART BUILDS FIRST UPSCALE
URBAN NEIGHBORHOOD STORE IN
DOWNTOWN MESA: Wal-mart has tapped
out the moderate to low income shopper and
is moving into the middle income to higher
income shopper. | 6 | 3 | 6 | 1 | 6 | 1 | 1 | 0 | 0 | 7 |
|----|---|---|---|---|---|---|---|---|---|---|---|

(REV2A) Assessment of Ideas to Action in VIBRANT DOWNTOWN

Instructions: Now, please assess each of the following ideas in terms of FOUR criteria: 1) The degree to which this idea is aligned with your vision of the ideal state of this category; 2) The degree to which you feel Mesa can make meaningful progress on the implementation of the idea in CY2014; 3) The degree to which the idea is aligned with the direction of the Mayor/Council; 4) The degree to which the idea would be supported by the general citizenry of Mesa.

HIGH/LOW REPORT 9 Responses

Rating Criteria: Aligns with Your Vision of the Category

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	MIXED USED DEVELOPMENT WITH MARKET RATE HOUSING IN THE DOWNTOWN RETAIL CORE: This will enhance downtown's livability and business mix, while increase downtown residents to support the business and help generate activity and vibrancy.	10	8	0.7	9.6	9/9
2.	REDEVELOPMENT AND REUSE OF UNDERUTILIZED DOWNTOWN PROPERTIES: Projects will provide additional cultural, business and residential space more conducive for an urban business district, and displace less desirable uses (halfway houses...)	10	7	1.2	8.8	9/9
3.	MEDICAL CAMPUS SLATED FOR SITE 17 AS PART OF MIXED USE DEVELOPMENT: Campus creates high end jobs and residents to live, work, play and support the urban core.	10	5	1.6	8.6	9/9
4.	CITY OF MESA SPRINKLERS ALL BUILDINGS ALONG MAIN STREET CORRIDOR: This allows for buildings to be easily used for a diverse business mix, specifically restaurant, bar and nightlife uses. This takes the waiting game of whether the property owner or business has to invest the funds to bring building up to code, instead focusing on opening and operating a vibrant businesses	10	6	1.4	8.4	9/9
5.	FACEBOOK MOVES REGIONAL CAMPUS	10	5	1.9	8.1	9/9

	DOWNTOWN: Creates high wage creative sector jobs for Downtown / Mesa higher education institutions					
6.	WAL-MART BUILDS FIRST UPSCALE URBAN NEIGHBORHOOD STORE IN DOWNTOWN MESA: Wal-mart has tapped out the moderate to low income shopper and is moving into the middle income to higher income shopper.	10	1	3.7	4.8	8/9

Rating Criteria: Meaningful Action on Implementation in CY2014

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	CITY OF MESA SPRINKLERS ALL BUILDINGS ALONG MAIN STREET CORRIDOR: This allows for buildings to be easily used for a diverse business mix, specifically restaurant, bar and nightlife uses. This takes the waiting game of whether the property owner or business has to invest the funds to bring building up to code, instead focusing on opening and operating a vibrant businesses	10	5	1.7	6.4	9/9
2.	MIXED USED DEVELOPMENT WITH MARKET RATE HOUSING IN THE DOWNTOWN RETAIL CORE: This will enhance downtown's livability and business mix, while increase downtown residents to support the business and help generate activity and vibrancy.	10	1	3.2	5.8	9/9
3.	REDEVELOPMENT AND REUSE OF UNDERUTILIZED DOWNTOWN PROPERTIES: Projects will provide additional cultural, business and residential space more conducive for an urban business district, and displace less desirable uses (halfway houses...)	8	2	2.1	5.4	9/9
4.	MEDICAL CAMPUS SLATED FOR SITE 17 AS PART OF MIXED USE DEVELOPMENT: Campus creates high end jobs and residents to live, work, play and support the urban core.	10	1	3.2	5.4	9/9
5.	WAL-MART BUILDS FIRST UPSCALE URBAN NEIGHBORHOOD STORE IN DOWNTOWN MESA: Wal-mart has tapped out the moderate to low income shopper and is moving into the middle income to higher income shopper.	10	1	3.3	3.6	7/9
6.	FACEBOOK MOVES REGIONAL CAMPUS DOWNTOWN; Creates high wage creative sector	5	1	1.4	2.9	8/9

jobs for Downtown / Mesa higher education institutions



Rating Criteria: Aligned With Direction of Mayor/Council

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	MIXED USED DEVELOPMENT WITH MARKET RATE HOUSING IN THE DOWNTOWN RETAIL CORE: This will enhance downtown's livability and business mix, while increase downtown residents to support the business and help generate activity and vibrancy.	10	5	1.9	8.1	9/9
2.	MEDICAL CAMPUS SLATED FOR SITE 17 AS PART OF MIXED USE DEVELOPMENT: Campus creates high end jobs and residents to live, work, play and support the urban core.	10	4	2.5	8.0	9/9
3.	CITY OF MESA SPRINKLERS ALL BUILDINGS ALONG MAIN STREET CORRIDOR: This allows for buildings to be easily used for a diverse business mix, specifically restaurant, bar and nightlife uses. This takes the waiting game of whether the property owner or business has to invest the funds to bring building up to code, instead focusing on opening and operating a vibrant businesses	10	5	1.8	7.3	9/9
4.	REDEVELOPMENT AND REUSE OF UNDERUTILIZED DOWNTOWN PROPERTIES: Projects will provide additional cultural, business and residential space more conducive for an urban business district, and displace less desirable uses (halfway houses...)	10	2	2.5	7.1	8/9
5.	FACEBOOK MOVES REGIONAL CAMPUS DOWNTOWN: Creates high wage creative sector jobs for Downtown / Mesa higher education institutions	10	2	2.8	7.1	9/9
6.	WAL-MART BUILDS FIRST UPSCALE URBAN NEIGHBORHOOD STORE IN DOWNTOWN MESA: Wal-mart has tapped out the moderate to low income shopper and is moving into the middle income to higher income shopper.	10	1	3.3	5.0	8/9

Rating Criteria: Would be Supported by the General Citizenry of Mesa

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	MIXED USED DEVELOPMENT WITH MARKET RATE HOUSING IN THE DOWNTOWN RETAIL CORE: This will enhance downtown's livability and business mix, while increase downtown residents to support the business and help generate activity and vibrancy.	10	4	1.9	9.0	9/9
2.	MEDICAL CAMPUS SLATED FOR SITE 17 AS PART OF MIXED USE DEVELOPMENT: Campus creates high end jobs and residents to live, work, play and support the urban core.	10	7	1.2	8.8	9/9
3.	FACEBOOK MOVES REGIONAL CAMPUS DOWNTOWN: Creates high wage creative sector jobs for Downtown / Mesa higher education institutions	10	6	1.5	8.3	9/9
4.	REDEVELOPMENT AND REUSE OF UNDERUTILIZED DOWNTOWN PROPERTIES;: Projects will provide additional cultural, business and residential space more conducive for an urban business district, and displace less desirable uses (halfway houses...)	10	4	2.0	7.8	9/9
5.	CITY OF MESA SPRINKLERS ALL BUILDINGS ALONG MAIN STREET CORRIDOR: This allows for buildings to be easily used for a diverse business mix, specifically restaurant, bar and nightlife uses. This takes the waiting game of whether the property owner or business has to invest the funds to bring building up to code, instead focusing on opening and operating a vibrant businesses	10	1	2.8	7.1	9/9
6.	WAL-MART BUILDS FIRST UPSCALE URBAN NEIGHBORHOOD STORE IN DOWNTOWN MESA: Wal-mart has tapped out the moderate to low income shopper and is moving into the middle income to higher income shopper.	10	2	3.3	5.5	8/9

(REV2A) Assessment of Ideas to Action in VIBRANT DOWNTOWN

Instructions: Now, please assess each of the following ideas in terms of FOUR criteria: 1) The degree to which this idea is aligned with your vision of the ideal state of this category; 2) The degree to which you feel Mesa can make meaningful progress on the implementation of the idea in CY2014; 3) The degree to which the idea is aligned with the direction of the Mayor/Council; 4) The degree to which the idea would be supported by the general citizenry of Mesa.

FREQUENCY DISTRIBUTION REPORT 9/18 contributed

Rating Criteria: Aligns with Your Vision of the Category

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	MIXED USED DEVELOPMENT WITH MARKET RATE HOUSING IN THE DOWNTOWN RETAIL CORE: This will enhance downtown's livability and business mix, while increase downtown residents to support the business and help generate activity and vibrancy.	0	0	0	0	0	0	0	1	2	6
2.	REDEVELOPMENT AND REUSE OF UNDERUTILIZED DOWNTOWN PROPERTIES: Projects will provide additional cultural, business and residential space more conducive for an urban business district, and displace less desirable uses (halfway houses...)	0	0	0	0	0	0	2	1	3	3
3.	MEDICAL CAMPUS SLATED FOR SITE 17 AS PART OF MIXED USE DEVELOPMENT: Campus creates high end jobs and residents to live, work, play and support the urban core.	0	0	0	0	1	0	0	3	2	3
4.	CITY OF MESA SPRINKLERS ALL BUILDINGS ALONG MAIN STREET CORRIDOR: This allows for buildings to be easily used for a diverse business mix, specifically restaurant, bar and nightlife uses. This takes the waiting game of whether the property owner or business has to invest the funds to bring building up to code, instead focusing on opening and operating a vibrant	0	0	0	0	0	1	2	0	4	2

businesses

5.	FACEBOOK MOVES REGIONAL CAMPUS DOWNTOWN: Creates high wage creative sector jobs for Downtown / Mesa higher education institutions	0	0	0	0	1	0	4	0	0	4
6.	WAL-MART BUILDS FIRST UPSCALE URBAN NEIGHBORHOOD STORE IN DOWNTOWN MESA: Wal-mart has tapped out the moderate to low income shopper and is moving into the middle income to higher income shopper.	2	1	1	0	1	1	0	0	0	2

Rating Criteria: Meaningful Action on Implementation in CY2014

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	CITY OF MESA SPRINKLERS ALL BUILDINGS ALONG MAIN STREET CORRIDOR: This allows for buildings to be easily used for a diverse business mix, specifically restaurant, bar and nightlife uses. This takes the waiting game of whether the property owner or business has to invest the funds to bring building up to code, instead focusing on opening and operating a vibrant businesses	0	0	0	0	3	3	1	1	0	1
2.	MIXED USED DEVELOPMENT WITH MARKET RATE HOUSING IN THE DOWNTOWN RETAIL CORE: This will enhance downtown's livability and business mix, while increase downtown residents to support the business and help generate activity and vibrancy.	1	1	1	0	1	0	2	1	1	1
3.	REDEVELOPMENT AND REUSE OF UNDERUTILIZED DOWNTOWN PROPERTIES: Projects will provide additional cultural, business and residential space more conducive for an urban business district, and displace less desirable uses (halfway houses...)	0	1	1	1	1	1	3	1	0	0
4.	MEDICAL CAMPUS SLATED FOR SITE 17 AS PART OF MIXED USE DEVELOPMENT: Campus creates high end jobs and residents to live, work, play and support the urban core.	1	1	1	0	2	1	1	0	0	2
5.	WAL-MART BUILDS FIRST UPSCALE	3	0	1	1	1	0	0	0	0	1

URBAN NEIGHBORHOOD STORE IN
DOWNTOWN MESA: Wal-mart has tapped
out the moderate to low income shopper and
is moving into the middle income to higher
income shopper.

- | | | | | | | | | | | | |
|----|--|---|---|---|---|---|---|---|---|---|---|
| 6. | FACEBOOK MOVES REGIONAL CAMPUS
DOWNTOWN: Creates high wage creative
sector jobs for Downtown / Mesa higher
education institutions | 1 | 3 | 1 | 2 | 1 | 0 | 0 | 0 | 0 | 0 |
|----|--|---|---|---|---|---|---|---|---|---|---|

Rating Criteria: Aligned With Direction of Mayor/Council

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	MIXED USED DEVELOPMENT WITH MARKET RATE HOUSING IN THE DOWNTOWN RETAIL CORE: This will enhance downtown's livability and business mix, while increase downtown residents to support the business and help generate activity and vibrancy.	0	0	0	0	2	0	0	2	3	2
2.	MEDICAL CAMPUS SLATED FOR SITE 17 AS PART OF MIXED USE DEVELOPMENT: Campus creates high end jobs and residents to live, work, play and support the urban core.	0	0	0	1	2	0	0	0	2	4
3.	CITY OF MESA SPRINKLERS ALL BUILDINGS ALONG MAIN STREET CORRIDOR: This allows for buildings to be easily used for a diverse business mix, specifically restaurant, bar and nightlife uses. This takes the waiting game of whether the property owner or business has to invest the funds to bring building up to code, instead focusing on opening and operating a vibrant businesses	0	0	0	0	1	3	1	2	0	2
4.	REDEVELOPMENT AND REUSE OF UNDERUTILIZED DOWNTOWN PROPERTIES: Projects will provide additional cultural, business and residential space more conducive for an urban business district, and displace less desirable uses (halfway houses...)	0	1	0	0	0	2	1	1	2	1
5.	FACEBOOK MOVES REGIONAL CAMPUS DOWNTOWN: Creates high wage creative sector jobs for Downtown / Mesa higher education institutions	0	1	0	1	0	1	2	1	0	3

6.	WAL-MART BUILDS FIRST UPSCALE URBAN NEIGHBORHOOD STORE IN DOWNTOWN MESA: Wal-mart has tapped out the moderate to low income shopper and is moving into the middle income to higher income shopper.	1	0	3	0	2	0	0	0	0	2
----	--	---	---	---	---	---	---	---	---	---	---

Rating Criteria: Would be Supported by the General Citizenry of Mesa

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	MIXED USED DEVELOPMENT WITH MARKET RATE HOUSING IN THE DOWNTOWN RETAIL CORE: This will enhance downtown's livability and business mix, while increase downtown residents to support the business and help generate activity and vibrancy.	0	0	0	1	0	0	0	0	3	5
2.	MEDICAL CAMPUS SLATED FOR SITE 17 AS PART OF MIXED USE DEVELOPMENT: Campus creates high end jobs and residents to live, work, play and support the urban core.	0	0	0	0	0	0	2	1	3	3
3.	FACEBOOK MOVES REGIONAL CAMPUS DOWNTOWN: Creates high wage creative sector jobs for Downtown / Mesa higher education institutions	0	0	0	0	0	1	2	2	1	3
4.	REDEVELOPMENT AND REUSE OF UNDERUTILIZED DOWNTOWN PROPERTIES: Projects will provide additional cultural, business and residential space more conducive for an urban business district, and displace less desirable uses (halfway houses...)	0	0	0	1	0	1	2	2	0	3
5.	CITY OF MESA SPRINKLERS ALL BUILDINGS ALONG MAIN STREET CORRIDOR: This allows for buildings to be easily used for a diverse business mix, specifically restaurant, bar and nightlife uses. This takes the waiting game of whether the property owner or business has to invest the funds to bring building up to code, instead focusing on opening and operating a vibrant businesses	1	0	0	0	0	3	0	2	1	2
6.	WAL-MART BUILDS FIRST UPSCALE URBAN NEIGHBORHOOD STORE IN DOWNTOWN MESA: Wal-mart has tapped	0	2	1	0	2	0	1	0	0	2

out the moderate to low income shopper and is moving into the middle income to higher income shopper.

(REV3A) Assessment of Ideas to Action in SUSTAINABLE ECONOMY

Instructions: Now, please assess each of the following ideas in terms of FOUR criteria: 1) The degree to which this idea is aligned with your vision of the ideal state of this category; 2) The degree to which you feel Mesa can make meaningful progress on the implementation of the idea in CY2014; 3) The degree to which the idea is aligned with the direction of the Mayor/Council; 4) The degree to which the idea would be supported by the general citizenry of Mesa.

HIGH/LOW REPORT (combined criteria, equally weighted)
9 Responses

Rank	Idea	Adj. High	Adj. Low	Std. Dev.	Sum
1.	CREATE MASTERPLAN FOR FIESTA DISTRICT: Will provide potential builders/investors a map or guide for projects that would be supported by city leaders (not just a streetscape/visual plan - identify types of businesses and residences that are missing)	10	3	1.8	316
2.	SUPPORT / ENCOURAGE ESTABLISHMENT OF INCUBATORS: Offer businesses an area (throughout the city, multiple) to get started up, help them get off the ground, makerspace, innovation centers	10	3	2.0	288
3.	INCREASE DEGREE ATTAINMENT: Push for the public community colleges to offer BA programs; mentoring programs in schools encouraging higher ed; keep degreed professionals living and working in Mesa	10	4	1.8	279
4.	BRING HIGH WAGE JOBS TO TRANSIT CORRIDOR: All along the light rail, and West Mesa all the way to Gilbert Road (mix high wage jobs and low wage jobs - create more cross-pollination)	10	1	2.6	277
5.	ZIP CAR AND BIKE RENTAL: Offer alternative modes of transportation for employees that are unable to get access to public transportation	10	1	3.1	228
6.	SPREAD OUT FEE ASSESSMENTS TO ADDRESS IMPROVEMENTS ACROSS CITY: Need to avoid abandonment of certain regions and look at residents funding improvements in all districts	10	2	2.5	208

(REV3A) Assessment of Ideas to Action in SUSTAINABLE ECONOMY

Instructions: Now, please assess each of the following ideas in terms of FOUR criteria: 1) The degree to which this idea is aligned with your vision of the ideal state of this category; 2) The degree to which you feel Mesa can make meaningful progress on the implementation of the idea in CY2014; 3) The degree to which the idea is aligned with the direction of the Mayor/Council; 4) The degree to which the idea would be supported by the general citizenry of Mesa.

FREQUENCY DISTRIBUTION REPORT (combined criteria, equally weighted) 9 Responses

Rank	Idea	1	2	3	4	5	6	7	8	9	10
1.	CREATE MASTERPLAN FOR FIESTA DISTRICT: Will provide potential builders/investors a map or guide for projects that would be supported by city leaders (not just a streetscape/visual plan - identify types of businesses and residences that are missing)	0	0	1	0	3	0	3	3	7	19
2.	SUPPORT / ENCOURAGE ESTABLISHMENT OF INCUBATORS: Offer businesses an area (throughout the city, multiple) to get started up, help them get off the ground, makerspace, innovation centers	0	0	2	0	3	3	3	9	4	12
3.	INCREASE DEGREE ATTAINMENT: Push for the public community colleges to offer BA programs; mentoring programs in schools encouraging higher ed; keep degreed professionals living and working in Mesa	0	0	0	1	3	6	7	4	7	8
4.	BRING HIGH WAGE JOBS TO TRANSIT CORRIDOR: All along the light rail, and West Mesa all the way to Gilbert Road (mix high wage jobs and low wage jobs - create more cross-pollination)	1	1	1	3	1	2	4	7	2	14
5.	ZIP CAR AND BIKE RENTAL: Offer alternative modes of transportation for employees that are unable to get access to public transportation	6	0	1	1	5	4	4	5	2	8
6.	SPREAD OUT FEE ASSESSMENTS TO ADDRESS IMPROVEMENTS ACROSS CITY: Need to avoid abandonment of certain	0	5	2	0	9	4	8	1	1	5

regions and look at residents funding
improvements in all districts

(REV3A) Assessment of Ideas to Action in SUSTAINABLE ECONOMY

Instructions: Now, please assess each of the following ideas in terms of FOUR criteria: 1) The degree to which this idea is aligned with your vision of the ideal state of this category; 2) The degree to which you feel Mesa can make meaningful progress on the implementation of the idea in CY2014; 3) The degree to which the idea is aligned with the direction of the Mayor/Council; 4) The degree to which the idea would be supported by the general citizenry of Mesa.

HIGH/LOW REPORT 9 Responses

Rating Criteria: Aligns with Your Vision of the Category

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	BRING HIGH WAGE JOBS TO TRANSIT CORRIDOR: All along the light rail, and West Mesa all the way to Gilbert Road (mix high wage jobs and low wage jobs - create more cross-pollination)	10	7	1.2	9.2	9/9
2.	CREATE MASTERPLAN FOR FIESTA DISTRICT: Will provide potential builders/investors a map or guide for projects that would be supported by city leaders (not just a streetscape/visual plan - identify types of businesses and residences that are missing)	10	5	1.7	9.1	9/9
3.	INCREASE DEGREE ATTAINMENT: Push for the public community colleges to offer BA programs; mentoring programs in schools encouraging higher ed; keep degreed professionals living and working in Mesa	10	7	1.4	8.7	9/9
4.	SUPPORT / ENCOURAGE ESTABLISHMENT OF INCUBATORS: Offer businesses an area (throughout the city, multiple) to get started up, help them get off the ground, makerspace, innovation centers	10	5	1.8	8.4	9/9
5.	SPREAD OUT FEE ASSESSMENTS TO ADDRESS IMPROVEMENTS ACROSS CITY: Need to avoid abandonment of certain regions and look at residents funding improvements in all districts	10	2	2.6	7.2	9/9
6.	ZIP CAR AND BIKE RENTAL: Offer alternative modes of transportation for employees that are	10	1	3.4	6.3	9/9

unable to get access to public transportation

Rating Criteria: Meaningful Action on Implementation in CY2014

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	CREATE MASTERPLAN FOR FIESTA DISTRICT: Will provide potential builders/investors a map or guide for projects that would be supported by city leaders (not just a streetscape/visual plan - identify types of businesses and residences that are missing)	10	3	2.3	8.3	9/9
2.	SUPPORT / ENCOURAGE ESTABLISHMENT OF INCUBATORS: Offer businesses an area (throughout the city, multiple) to get started up, help them get off the ground, makerspace, innovation centers	10	3	2.5	7.3	9/9
3.	INCREASE DEGREE ATTAINMENT: Push for the public community colleges to offer BA programs; mentoring programs in schools encouraging higher ed; keep degreed professionals living and working in Mesa	10	4	2.0	6.3	9/9
4.	SPREAD OUT FEE ASSESSMENTS TO ADDRESS IMPROVEMENTS ACROSS CITY: need to avoid abandonment of certain regions and look at residents funding improvements in all districts	10	2	2.6	6.3	9/9
5.	ZIP CAR AND BIKE RENTAL: Offer alternative modes of transportation for employees that are unable to get access to public transportation	10	1	3.3	5.7	9/9
6.	BRING HIGH WAGE JOBS TO TRANSIT CORRIDOR: All along the light rail, and West Mesa all the way to Gilbert Road (mix high wage jobs and low wage jobs - create more cross-pollination)	10	1	3.3	5.2	9/9

Rating Criteria: Aligned With Direction of Mayor/Council

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	CREATE MASTERPLAN FOR FIESTA DISTRICT: Will provide potential builders/investors a map or guide for projects that would be supported by city	10	5	1.7	9.0	9/9

	leaders (not just a streetscape/visual plan - identify types of businesses and residences that are missing)					
2.	SUPPORT / ENCOURAGE ESTABLISHMENT OF INCUBATORS: Offer businesses an area (throughout the city, multiple) to get started up, help them get off the ground, makerspace, innovation centers	10	5	1.6	8.4	9/9
3.	INCREASE DEGREE ATTAINMENT: Push for the public community colleges to offer BA programs; mentoring programs in schools encouraging higher ed; keep degreed professionals living and working in Mesa	10	6	1.4	8.2	9/9
4.	BRING HIGH WAGE JOBS TO TRANSIT CORRIDOR: All along the light rail, and West Mesa all the way to Gilbert Road (mix high wage jobs and low wage jobs - create more cross-pollination)	10	4	2.1	8.0	9/9
5.	ZIP CAR AND BIKE RENTAL: Offer alternative modes of transportation for employees that are unable to get access to public transportation	10	1	3.3	6.7	9/9
6.	SPREAD OUT FEE ASSESSMENTS TO ADDRESS IMPROVEMENTS ACROSS CITY: Need to avoid abandonment of certain regions and look at residents funding improvements in all districts	7	2	1.9	4.5	8/9

Rating Criteria: Would be Supported by the General Citizenry of Mesa

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	CREATE MASTERPLAN FOR FIESTA DISTRICT: Will provide potential builders/investors a map or guide for projects that would be supported by city leaders (not just a streetscape/visual plan - identify types of businesses and residences that are missing)	10	5	1.7	8.7	9/9
2.	BRING HIGH WAGE JOBS TO TRANSIT CORRIDOR: All along the light rail, and West Mesa all the way to Gilbert Road (mix high wage jobs and low wage jobs - create more cross-pollination)	10	5	1.7	8.3	9/9
3.	INCREASE DEGREE ATTAINMENT: Push for the public community colleges to offer BA programs; mentoring programs in schools encouraging higher ed; keep degreed professionals living and working in Mesa	10	6	1.6	7.8	9/9
4.	SUPPORT / ENCOURAGE ESTABLISHMENT OF	10	3	2.2	7.8	9/9

	INCUBATORS: offer businesses an area (throughout the city, multiple) to get started up, help them get off the ground, makerspace, innovation centers					
5.	ZIP CAR AND BIKE RENTAL: Offer alternative modes of transportation for employees that are unable to get access to public transportation	10	1	2.7	6.7	9/9
6.	SPREAD OUT FEE ASSESSMENTS TO ADDRESS IMPROVEMENTS ACROSS CITY: Need to avoid abandonment of certain regions and look at residents funding improvements in all districts	9	2	2.2	5.6	9/9

(REV3A) Assessment of Ideas to Action in SUSTAINABLE ECONOMY

Instructions: Now, please assess each of the following ideas in terms of FOUR criteria: 1) The degree to which this idea is aligned with your vision of the ideal state of this category; 2) The degree to which you feel Mesa can make meaningful progress on the implementation of the idea in CY2014; 3) The degree to which the idea is aligned with the direction of the Mayor/Council; 4) The degree to which the idea would be supported by the general citizenry of Mesa.

FREQUENCY DISTRIBUTION REPORT

9 Responses

Rating Criteria: Aligns with Your Vision of the Category

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	BRING HIGH WAGE JOBS TO TRANSIT CORRIDOR: All along the light rail, and West Mesa all the way to Gilbert Road (mix high wage jobs and low wage jobs - create more cross-pollination)	0	0	0	0	0	0	1	2	0	6
2.	CREATE MASTERPLAN FOR FIESTA DISTRICT: Will provide potential builders/investors a map or guide for projects that would be supported by city leaders (not just a streetscape/visual plan - identify types of businesses and residences that are missing)	0	0	0	0	1	0	0	1	1	6
3.	INCREASE DEGREE ATTAINMENT: Push for the public community colleges to offer BA programs; mentoring programs in schools encouraging higher ed; keep degreed professionals living and working in Mesa	0	0	0	0	0	0	3	1	1	4
4.	SUPPORT / ENCOURAGE ESTABLISHMENT OF INCUBATORS: Offer businesses an area (throughout the city, multiple) to get started up, help them get off the ground, makerspace, innovation centers	0	0	0	0	1	0	2	1	1	4
5.	SPREAD OUT FEE ASSESSMENTS TO ADDRESS IMPROVEMENTS ACROSS CITY: Need to avoid abandonment of certain regions and look at residents funding	0	1	0	0	1	0	4	0	0	3

improvements in all districts

6.	ZIP CAR AND BIKE RENTAL: Offer alternative modes of transportation for employees that are unable to get access to public transportation	2	0	0	0	1	0	2	2	0	2
----	---	---	---	---	---	---	---	---	---	---	---

Rating Criteria: Meaningful Action on Implementation in CY2014

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	CREATE MASTERPLAN FOR FIESTA DISTRICT: Will provide potential builders/investors a map or guide for projects that would be supported by city leaders (not just a streetscape/visual plan - identify types of businesses and residences that are missing)	0	0	1	0	0	0	2	0	2	4
2.	SUPPORT / ENCOURAGE ESTABLISHMENT OF INCUBATORS: Offer businesses an area (throughout the city, multiple) to get started up, help them get off the ground, makerspace, innovation centers	0	0	1	0	1	2	1	0	1	3
3.	INCREASE DEGREE ATTAINMENT: Push for the public community colleges to offer BA programs; mentoring programs in schools encouraging higher ed; keep degreed professionals living and working in Mesa	0	0	0	1	3	2	1	0	1	1
4.	SPREAD OUT FEE ASSESSMENTS TO ADDRESS IMPROVEMENTS ACROSS CITY: Need to avoid abandonment of certain regions and look at residents funding improvements in all districts	0	1	0	0	3	2	0	1	0	2
5.	ZIP CAR AND BIKE RENTAL: Offer alternative modes of transportation for employees that are unable to get access to public transportation	2	0	0	1	1	1	2	0	0	2
6.	BRING HIGH WAGE JOBS TO TRANSIT CORRIDOR: All along the light rail, and West Mesa all the way to Gilbert Road (mix high wage jobs and low wage jobs - create more cross-pollination)	1	1	1	2	0	1	1	0	0	2

Rating Criteria: Aligned With Direction of Mayor/Council

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	CREATE MASTERPLAN FOR FIESTA DISTRICT: Will provide potential builders/investors a map or guide for projects that would be supported by city leaders (not just a streetscape/visual plan - identify types of businesses and residences that are missing)	0	0	0	0	1	0	0	1	2	5
2.	SUPPORT / ENCOURAGE ESTABLISHMENT OF INCUBATORS: Offer businesses an area (throughout the city, multiple) to get started up, help them get off the ground, makerspace, innovation centers	0	0	0	0	1	0	0	4	1	3
3.	INCREASE DEGREE ATTAINMENT: Push for the public community colleges to offer BA programs; mentoring programs in schools encouraging higher ed; keep degreed professionals living and working in Mesa	0	0	0	0	0	2	0	2	4	1
4.	BRING HIGH WAGE JOBS TO TRANSIT CORRIDOR: All along the light rail, and West Mesa all the way to Gilbert Road (mix high wage jobs and low wage jobs - create more cross-pollination)	0	0	0	1	0	1	1	2	1	3
5.	ZIP CAR AND BIKE RENTAL: Offer alternative modes of transportation for employees that are unable to get access to public transportation	1	0	1	0	2	0	0	2	0	3
6.	SPREAD OUT FEE ASSESSMENTS TO ADDRESS IMPROVEMENTS ACROSS CITY: Need to avoid abandonment of certain regions and look at residents funding improvements in all districts	0	2	1	0	2	2	1	0	0	0

Rating Criteria: Would be Supported by the General Citizenry of Mesa

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	CREATE MASTERPLAN FOR FIESTA DISTRICT: Will provide potential builders/investors a map or guide for projects	0	0	0	0	1	0	1	1	2	4

that would be supported by city leaders (not just a streetscape/visual plan - identify types of businesses and residences that are missing)

2.	BRING HIGH WAGE JOBS TO TRANSIT CORRIDOR: All along the light rail, and West Mesa all the way to Gilbert Road (mix high wage jobs and low wage jobs - create more cross-pollination)	0	0	0	0	1	0	1	3	1	3
3.	INCREASE DEGREE ATTAINMENT: Push for the public community colleges to offer BA programs; mentoring programs in schools encouraging higher ed; keep degreed professionals living and working in Mesa	0	0	0	0	0	2	3	1	1	2
4.	SUPPORT / ENCOURAGE ESTABLISHMENT OF INCUBATORS: Offer businesses an area (throughout the city, multiple) to get started up, help them get off the ground, makerspace, innovation centers	0	0	1	0	0	1	0	4	1	2
5.	ZIP CAR AND BIKE RENTAL: Offer alternative modes of transportation for employees that are unable to get access to public transportation	1	0	0	0	1	3	0	1	2	1
6.	SPREAD OUT FEE ASSESSMENTS TO ADDRESS IMPROVEMENTS ACROSS CITY: Need to avoid abandonment of certain regions and look at residents funding improvements in all districts	0	1	1	0	3	0	3	0	1	0